



PRESENTING

Pella

ROLSCREENS

VENETIAN BLINDS

CASEMENT WINDOWS

Pella CASEMENTS

the only complete window with

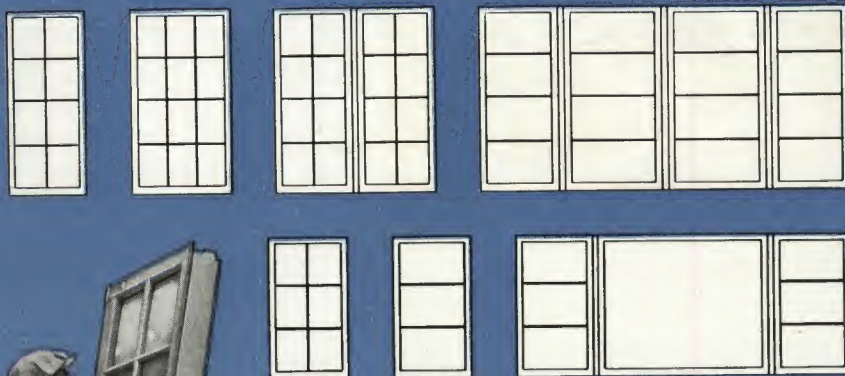
ROLSCREENS

WEATHER STRIPPING

DUAL GLASS



STOCK SIZE UNITS combine neatly into any proportion of width and height, using small panes or long horizontal lights



PELLA CASEMENTS are stronger. Extra strength permits 3 light-wide ventilating units.

REDUCE CONSTRUCTION COST

Factory fitting and assembling save materially on installation cost. One man can complete a weather-tight installation in about 30 minutes. Then, too, Pella Casement Windows are 20% oversize and save materially on wall cost.

In Pella Casement Windows you will find not only unusual beauty of design and proportion, but also every desirable feature for convenience. This window is easier to operate and wash—and comes Rolscreened. These beautiful Pella Casement Windows combine the strength and rigidity of steel with the insulative qualities and attractive appearance of wood. The wide and heavy rust-proofed steel frame fits snugly into all types of wall construction. Pella Casements can be used to interpret any type of architecture.

ROLSCREENED—Pella Casement Windows come equipped with Rolcreens—the screens that roll up and down like a window shade.

DUAL GLASS—Removable single panel Libbey-Owens DSA glass protection against winter cold and summer heat—practically invisible.

SPRING BRONZE WEATHER-STRIPPING that paint can't clog—compression type—tension easily adjusted—exclusive Pella design.

BEAUTIFUL HARDWARE—Specially designed hardware. Graceful lines and easy to operate. Chrome or bronze.

WOOD TRIM—Frame lined with clear white pine (other woods if desired). Insulates—beautifies.

EASY TO WASH—Specially designed hinges allow sash to pivot away from the jamb giving complete accessibility to the outside glass from inside the house.

SEND FOR FREE CATALOG
ON *Pella* CASEMENTS

Simply fill in the attached Business Reply Card and mail today. No postage is necessary.



Imagine WINDOW SCREENS

THAT ROLL UP AND DOWN LIKE A WINDOW SHADE

Pella ROLSCREENS

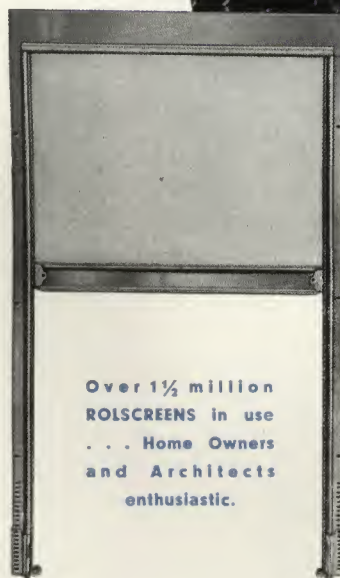
Once in place, always in place
No putting up . . . No taking down . . .
No painting . . . No storage . . . No repairing

When Pella ROLSCREENS are once installed they become a permanent part of the window. They need never be taken down or put up. A touch of the finger and ROLSCREENS roll up, automatically, onto hidden rollers. They are just as easily lowered for service.

Modern Pella ROLSCREENS preserve the beauty of clear sparkling windows because they are so inconspicuous. Appearance of the whole house is improved because ROLSCREENS do not give windows that "blurry," "fuzzy" look, like old-fashioned, outside flat screens. You will always be proud of your judgment in selecting ROLSCREENS.

FEATURES

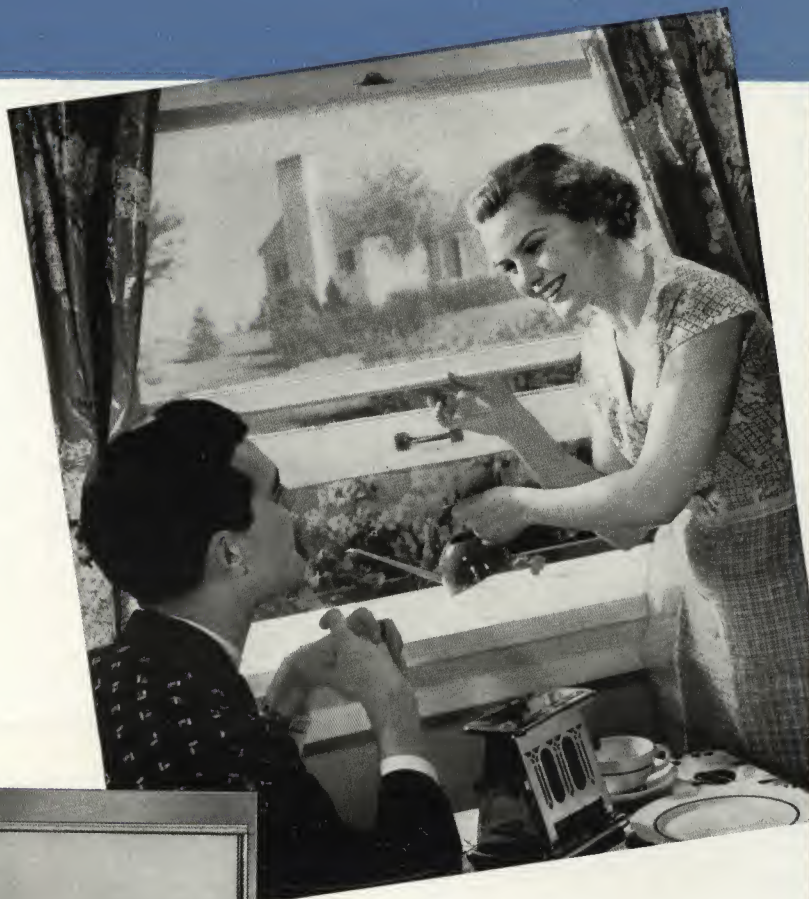
- ROLSCREENS will not bulge or tear. Special clear vision "Alumina" wire-cloth releases from the guides if it is ever struck or bumped and it automatically re-enters the guides when the ROLSCREEN is raised. Admits 10% to 20% more light than screens with wide ugly frames.
- Window and draperies stay cleaner. Installed on the inside, ROLSCREENS do not accumulate dirt and dust. Besides, they automatically clean themselves every time they are rolled up and down.
- Awnings and window boxes are quickly accessible from the inside. ROLSCREENS do not interfere with casement locks. And it is easy to wash windows on the outside.
- Children are safer because ROLSCREENS are "locked" in securely at the top and bottom and both sides. The whole household is safer because ROLSCREENS cannot be unlocked from the outside.



Over 1½ million
ROLSCREENS in use
. . . Home Owners
and Architects
enthusiastic.

GUARANTEED FOR 10 YEARS

ROLSCREENS are guaranteed against defects in workmanship or materials for a period of ten years. A new ROLSCREEN or parts will be furnished FREE OF CHARGE for any failing under this GUARANTEE. This does not cover damage or abuse to the screen or any other condition beyond the normal control of the ROLSCREEN COMPANY.



FOR EVERY TYPE OF WINDOW

Any type and make of window . . . double-hung or casement . . . wood, steel or aluminum . . . can be neatly equipped with ROLSCREENS. They always fit perfectly on the windows for which they were ordered. ROLSCREENS blend in perfectly with any style of window architecture and with any desired draping effects.



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ON Pella ROLSCREENS

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Pella
ROLSCREENS

Pella
VENETIAN BLINDS

Pella
CASEMENTS . . .

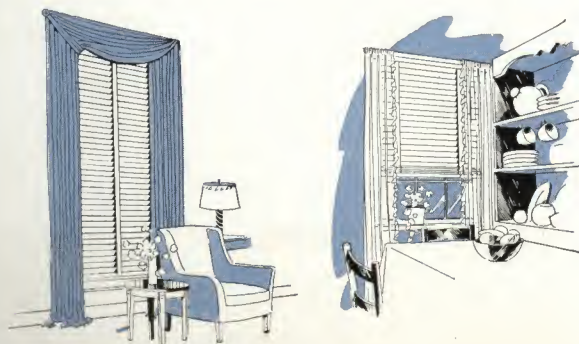
Pella

VENETIAN BLINDS



PIERRE MOREL says "These Neo-
(A Leading Chicago Decorator)
Classic Blinds are an authentic new
decorative note for your home."

Only Pella offers this new, authentic NEO-CLASSIC Blind with the wider 3-inch slats—a modern interpretation of the original Venetian Blind as it was developed during the Georgian period. The wider 3-inch slats of this blind are the secret of its charm . . . its ability to create an air of spaciousness. Other Venetian Blinds include famous Pella Venetian Blinds, the original blinds with the enclosed metal head member. Comes in 1¾", 2" and 2¾" widths. Also the Rolco Venetian Blind with wood or steel slats in standard widths.



... conceal all mechanism
in neat enclosed headpiece



ONLY PELLA OFFERS ALL THESE FEATURES

NEATER APPEARANCE—Pella's patented headpiece with all the mechanism enclosed is only 1¾ inches deep! It may be left undraped without impairing the beauty of your windows in the least. Cornice or valance boards unnecessary.

DOUBLE-ROLLER TILTING DEVICE—Pella Venetian Blinds have a valuable feature in their non-slipping Double-Roller Tilting Device. One roller unwinds the front tape as the other roller rewinds the back tape and vice versa. This device is all enclosed in the head piece. It enables these blinds to be adjusted quicker, more smoothly and right up to the very degree desired.

NO CORDS TO TIE—An ingenious Automatic Lock inside the Pella Blind Headpiece securely holds Blind at any point between the lowered and fully raised positions. Large over-size pulleys 1 inch in diameter greatly reduce cord wear.

PELLA BLINDS NEST PERFECTLY—Pella Blinds nest up into a "bundle" that is 20% smaller in size. No "peek holes" at the top for light to streak through.

PELLA BLINDS STAY CLEANER LONGER—Pella's "smooth-as-glass" finish is possible only because Pella slats are made of the finest, most even grained wood available and painted with three coats of the very finest synthetic enamels. Painting is done by the roller process. Not sprayed on. Not brushed on. The dirt has nothing to cling to. Pella Venetian Blinds are easily and quickly taken down for cleaning—or, just the tapes and slats can be removed.

WIDE CHOICE OF UNUSUAL COLORS—Pella Blinds, tapes and cords come in 34 lovely, different colors to match or contrast with carpets, draperies and walls. Write for free color swatches of slats, tapes and cords to help you plan your own color schemes.

EXTRA SLATS AND TOUCH-UP KIT FREE! Any extra slats left over after your order is made up are included without charge. Small tube of paint and brush for touching up any scratches which may occur later also sent free.

SEND FOR FREE CATALOG ON
Pella VENETIAN BLINDS

Simply fill in the attached Business Reply Card and mail today. No postage is necessary.



RUSCO

*All-Weather*Triple Service*

WINDOW

30
SECONDS *to*
change from
SUMMER COMFORT
to
WINTER PROTECTION!



It's Simple - -

Just lift out the screens
and slip in the glass...you
can change it...and wash
it... all from the inside

End these year 'round nuisances!



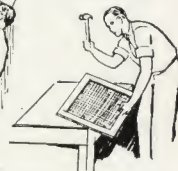
PAINTING
SCREENS



STORING
STORM
WINDOWS



PUTTING ON
STORM
WINDOWS



REPAIRING SCREENS

A product of

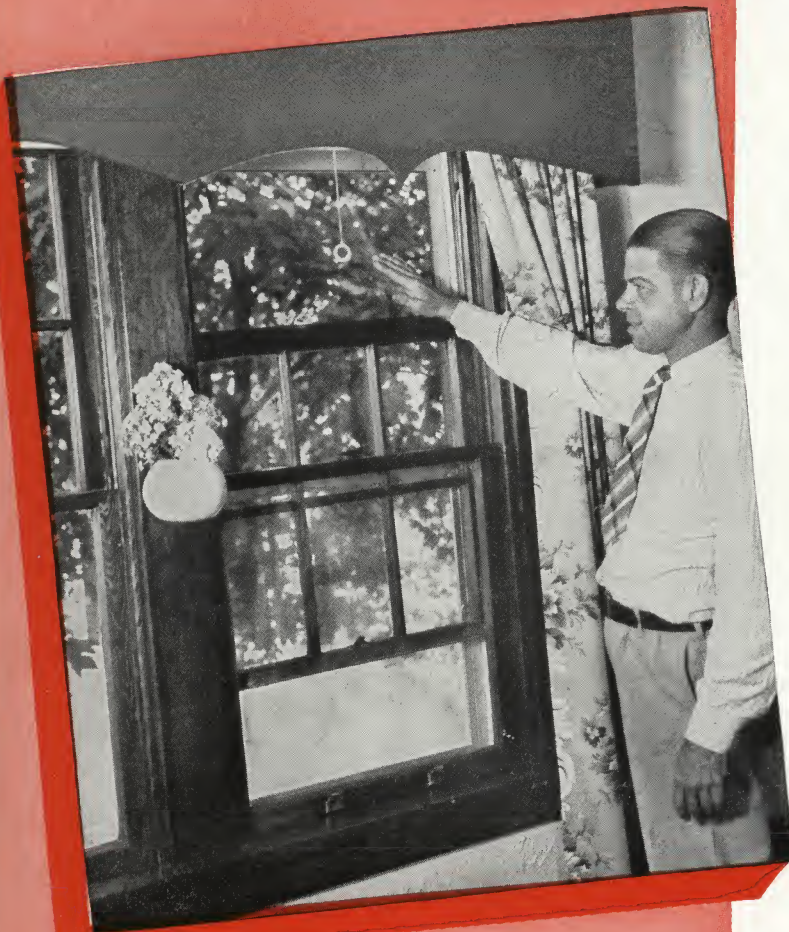
THE F. C. RUSSELL COMPANY

6535 Euclid Avenue, CLEVELAND, OHIO

**The All-Metal, ★
★ Triple-Service**

RUSCO A

A Permanently Installed Insulating Unit for Each Window



"WINDOW CONDITIONING" is today the desire of every home, and this service is achieved with beauty, permanence and economy through installing the RUSCO Triple-Service All-Weather Window. This attractive unit overcomes all of the disadvantages of old style Storm Windows, Screens and Weatherstripping—adding many additional year 'round benefits and conveniences. The RUSCO "All-Weather" Window is an indestructible, rust-resisting metal frame, permanently affixed to your present window sash. Into it are locked sturdy, metal-bound panels of glass or screen—interchangeable in 30 seconds even by a child. With the same ease as to open or close a window, this important transformation from the needs of one season to another is made.

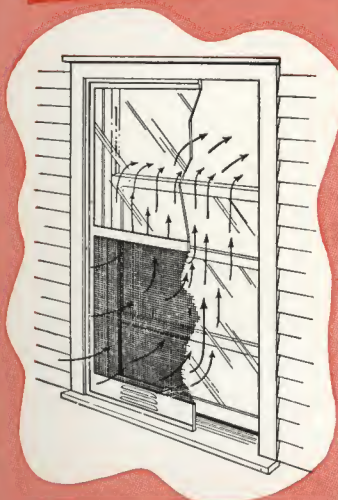
It provides Screens, Storm Sash and Weatherstripping, permanent in each function.

The RUSCO "All-Weather" Triple-Service Window reduces to the barest minimum, all of the needless heat loss and discomfort introduced into your home by holes the size of the red square reproduced on this page. This illustration graphically emphasizes the area of heat loss present at every window in your home which is not conditioned. It represents the combined area of a 1/16 inch crack running around the outside and across the middle of an average size, well constructed double hung house window. This space traditionally has been purposely left in each window of your home so that the window may slide easily in its frame.

Enjoy

**Draft-Free Ventilation
in Winter and
Rain-Proof Ventilation
in Summer**

It's simple—just close the lower sash—and drop the upper sash half-way, as indicated in the photo above. Thus rain cannot enter at the top thru the water-tight glass insert; and the lower sash keeps water out below. Still a surprising volume of air can enter—permitting you to cool and ventilate the entire house. In Winter, this same adjustment provides splendid ventilation for sleeping rooms, yet avoids all dangerous drafts.



EVERY WINDOW

IN YOUR HOME
ACTUALLY HAS SPACE
AROUND IT EQUAL TO
THE SIZE OF THIS
RED SQUARE

The HEAT LOSS Through a Window
Averages from \$4.00 to \$5.00 Annually

-WEATHER Window

• Formerly Named
"PHOENIX" Window
Patent No. 2013824
Other Patents Pending

that Prevents Chilling Drafts and Shuts Out Cold Air

Reduces Fuel Costs Up to 30%

It is a proven fact that up to 50% of the heat you so carefully generate in your heating plant, is lost through unprotected house windows. The "RED SQUARE" dramatized on this page, contributes 15% of this loss by permitting cold air to leak into the home and heated air to leak out. The remaining 35% is lost by the conduction of heat through the single pane of glass in the ordinary window. In explaining this source of tremendous heat loss, engineers claim that a single glazed window during sub-freezing weather, offers more protection than an equivalent sheet of ice. RUSCO Windows raise the temperature of the inside glass to virtually room temperature, affording maximum comfort and economy.

BEFORE YOU BUY WINDOW CONDITIONING Consider these **PLUS FEATURES** of RUSCO TRIPLE-SERVICE WINDOWS

Functions as permanent weatherstripping, affording a positive weather seal.

Provides the benefit of storm sash in winter.

Gives you insect-tight screens, plus rain-proof ventilation, in summer.

Controls steaming and frosting of inner windows.

Saves up to 30% fuel cost by reducing infiltration 50% and conduction loss through glass 60%.

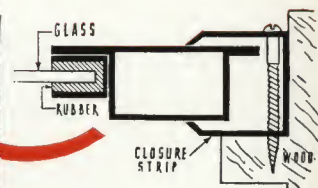
Simplifies window washing—can be changed and washed, all from the inside.

Insures freedom from annoying drafts and cold spots at the window.

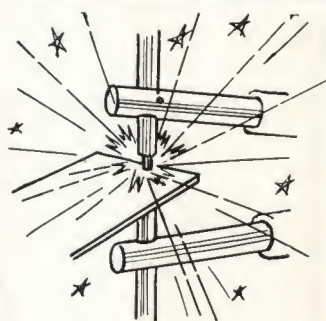
Durable Aluminum finish, harmonizes with all trim colors.

Eliminates semi-annual, costly handling and bulky storage problem.

Pay for themselves within a few heating seasons.



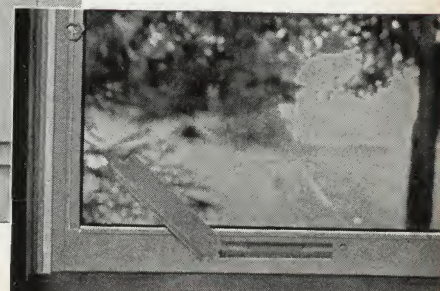
- Patented, adjustable Closure Molding permits perfect and permanent alignment with the existing windows, and avoids the necessity of caulking around the Armco frames to assure an adequate weather seal.



- Welded Construction on all parts and joints assures a lifetime of uninterrupted service.

Screen units are sturdy metal-bound units with inset of 16 mesh finest bronze screen. Glass panels are similarly metal-bound with clear Libbey-Owens-Ford glass. Each unit consists of Two Glass Inserts and One Screen Insert, interchangeable in the sturdy Bonderized ARMCO Ingot Iron frame.

For summer cottages, cabins, winter resorts, or unoccupied homes—RUSCO Windows can be equipped with Armored Inserts which give protection against burglary, breakage, hurricanes, etc. They offer a quick, easy change from screens or storm windows to this armor plate protection.



RUSCO "All-Weather" Windows are equipped with Adjustable Vent Door, providing additional means for ventilating without removing inserts.

Also Manufacturers of RUSCO All-Metal Venetian Awnings

RUSCO

"ALL-WEATHER" ★
★ TRIPLE-SERVICE

WINDOWS

are neat and perfect fitting

ADDING A NEW, DISTINCTIVE TOUCH OF ARCHITECTURAL *Beauty*



● RUSCO Windows are extremely neat, perfect-fitting and they harmonize ideally with all types of architecture. Their smart appearance gives the effect of "belonging" to the structure.



● Their permanent installation is ideal for all types of homes, apartments, hospitals, hotels, office buildings, etc. Praised and admired by home owners, builders and architects from coast to coast.



RUSCO "Thermo-Seal" Casement Window

RUSCO *Thermo-Seal* Casement Window

The RUSCO "Thermo-Seal" Casement design, as illustrated here, is particularly well adapted for the treatment of all types and styles of steel or other outswinging casement windows. They are neat fitting, and offer an additional positive weather seal. This is the first practical Window Conditioning treatment offered for casement windows. It virtually eliminates the annoying steaming, frosting and condensation so common to the inner home window where this type is installed. Furnished in durable baked-on Aluminum finish. May be ordered in these special colors at additional cost: White, Ivory, Light and Dark Green and Dark Brown.

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Manufactured Exclusively For

THE F. C. RUSSELL COMPANY

6535 EUCLID AVENUE

CLEVELAND, OHIO